



*The 1998 Downtown Greenville Southwest Sector Master Plan*

## 1.0 Introduction and Overview

### 1.4 Previous Planning Efforts - “Division and Fragmentation”

#### Planning:

The most recent plan addressing this area is the Southwest Sector Master Plan (shown above) for Downtown Greenville, adopted in 1998. Encompassing the northern half of the Haynie-Sirrine neighborhood, the plan called for the complete redevelopment of the area north of Haynie Street. Key elements included:

- Provide stronger linkages between the Haynie Street sub-sector and the surrounding neighborhoods;
- Orient commercial infill development to University Ridge and Church Street;
- Provide for ultimate mixed-use development that would provide for higher-density residential and commercial/office redevelopment;
- Maintain existing housing along Pearl Avenue and provide infill housing on vacant lots;
- Provide parking for Sirrine Stadium;
- Create a front door presence for the stadium on Church Street;
- Provide flexibility for new multi-family housing on steeper portions of the site;



Map showing the myriad of different zoning classifications present in the neighborhood. Note that the entire west side of Church Street is zoned Office/Institutional.

- Widen University Ridge between Church Street and Cleveland Street;
- Create a new east multi-lane connection between Dunbar and Cleveland Street north of the existing Haynie Street that ties into Pearl Street and Church Street;
- Create a north-south connection between University Ridge and the proposed Dunbar extension.

While some of the concepts outlined in this effort are sound, this plan continued the view of this neighborhood as pieces that are drawn away from its center by surrounding corridors and neighborhoods. In general, it removed the northern half of the neighborhood and relegates it as extensions to the commercial activity of University Ridge.

### Zoning:

The current zoning for this neighborhood reflects a similar bias against a coherent neighborhood structure. The zoning on the west side of Church Street is predominately Office/Institutional, further perpetuating the commercial creep from both University Ridge and Augusta Road. While this zoning allows for some flexibility in use that may be appropriate for the area, the

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Map created by the City of Greenville GIS Department in July, 2001 showing the current market value distribution by parcel level. Note how the otherwise stable properties on the east side of Biltmore Avenue are significantly less than their rear neighbors. Also, the pattern of blight is greatest within two blocks of Church Street.

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current regulations encourage the creation of larger box building in a superblock condition. This neighborhood erosion is most evident along Wakefield Street where single family homes face large expanses of surface parking and dumpsters directly across the street.

The east side of the neighborhood is a patchwork of higher-density residential classifications, extending from Church Street to Cleveland Street/Jones Avenue. The zoning boundaries end at streets rather than at mid-block. The resultant redevelopment pattern is one in which different uses and building types can and do face each other, creating a dichotomy of styles along the street. This condition occurs along Pearl Avenue and Watts Avenue, as well as along Houston Street.

In addition, there is some highway commercial classification near the intersection of University Ridge and Church Street which has resulted in the development of some fast-food restaurants and gas stations directly across the street from County Square.

While the intent is to feather the density away from the University Ridge corridor into the stable neighborhoods to the east and south, it is done so in a manner that does not consider the current or historic neighborhood structure.





Diagram of vacant lots and owner-occupied housing in the neighborhood.

## 1.5 Preliminary Neighborhood Assessment

Using a combination of market value analysis, owner-occupant/rental housing locations, and vacant land maps, the charrette team developed an overall assessment of each parcel of property in the neighborhood, ranging from requiring minimal assistance to requiring complete redevelopment. This diagram, which was continuously refined during the course of the charrette, formed the basis for all development proposals put forth in the Master Plan.

The assessment categories are as follows:

### Major Redevelopment:

Vacant land, multiple properties under common ownership, and areas of excessive housing blight, and/or severe infrastructure degradation where the reconfiguration of the existing blocks is encouraged to accommodate a new urban pattern

### Moderate Redevelopment:

Multiple rental properties under common ownership, scattered-site owner-occupied housing, and areas of moderate infrastructure degradation where

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*Analysis of existing conditions indicating areas of minimal, moderate, and major redevelopment opportunities.*

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infill development could occur using the existing block structure

### **Minimal Redevelopment:**

Areas of predominately owner-occupied housing or well-maintained rental housing where only minor repairs are needed to the housing and/or infrastructure

A large number of properties were identified as requiring major redevelopment. Yet, complete blocks of solid, stable housing that require only minor building repairs or infrastructure improvement were also identified. These areas include Rose Avenue, the east side of Biltmore Drive, and the north side of Pearl Avenue, and provide anchors for the final Master Plan.